

**ACTION MINUTES
SPECIAL MEETING
LYNNWOOD TOURISM ADVISORY COMMITTEE
City Hall Conference Rooms 1 & 2
June 3, 2010
7:45 AM**

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:47 a.m.

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Dull
Committee Member Horrigan
Committee Member Spain
Committee Member Walker
Committee Member Mueller

Guests:

Kelvin Moore, Lynnwood Convention Center
Alison Jacks, SMG

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director
Anya Hennig, Administrative Assistant

Committee Members absent:

30. Approval of Minutes

None

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

None

70. Resolutions and Action Items

None

80. Staff Reports

80.1 Budget Discussion FY2011-2012

Tourism Manager Monroe presented a draft version of the FY2011-2012 Tourism Program budget for recommendations. The committee reviewed the budget line items, discussed the lodging reserve fund balance, the difference between retaining one year vs two years of reserve funds, and the City's payment obligation to the Lynnwood Public Facilities District.

Chairperson Simmonds reminded the committee that there will be an opportunity to make budget adjustments at the end of FY2011, if necessary.

Tourism Manager Monroe reviewed the proposed budget and expenditure reductions. She explained reductions to the Canadian advertising market, the elimination of trade shows during the FY2011-2012 budget cycle, continued memberships in various organizations, and reductions to the SCTB membership. She also mentioned that since Committee Member Spain will continue to attend the trade shows on behalf of all of Snohomish County, she will work with her to market Lynnwood.

Tourism Manager Monroe reviewed information from the Finance Department on the wage and benefit allocations between tourism and economic development for staff based upon estimated hours dedicated to each function. Adjustments to these staff allocations were discussed based on the potential return to the City general fund.

Chairperson Simmonds recommended not cutting the Visitor Information Center. The amount of \$28,300 was put back into that line item.

Committee Member Walker mentioned that he still felt that the revenue estimates were conservative, and was hesitant to reduce funding for the Canadian market. He encouraged staff to keep finding web marketing and revenue opportunities.

Director Kleitsch stated that a recommendation by the LTAC/TAC will need to be made at next meeting on June 10, 2010, in order to achieve the schedule the City's budget schedule.

Chairperson Simmonds announced that the first public hearing of the FY2011-12 budget will be on June 14, 2010. He recommended that if there are those who would like to speak they should call Beth Morris, Council Assistant, to get on the speakers list. Committee Members Spain and Horrigan and Kelvin Moore all mentioned that they would be attending the meeting. Chairperson Simmonds thanked the committee and Mr. Moore for

taking time out of their busy schedules to attend this morning's special committee meeting,

80.2 Director's Report

None

90. General Discussion

Chair Simmonds acknowledged that Administrative Assistant Hennig has resigned from the City to pursue her education. He thanked her for serving the City over the last three years. He also spoke to the creation of a Tourism Promotion Area, and that funding for the TPA is clearly presented as a special assessment approved by the lodging industry to support tourism, and not a new general tax.

100. Adjournment

The meeting was adjourned at 9:10 AM

Next Meeting

Thursday, June 10, 2010 at 7:45 am
City Permit Center Conference
4114 198th Street SW, Suite 7
Lynnwood, WA 98036